



GO INTERNATIONAL

Masterclass - Building a successful E-Commerce strategy in the EU

4 March 2026



Programme

09h30	Welcome of the participants
10h00	Welcome address Amrita Singh, Client Services Coordinator, International Affairs, Chamber of Commerce
10h05	E-commerce pulse check: live participant poll <i>All participants are invited to share their experience and challenges when doing business online in other EU Member States</i>
10h15	E-Commerce fundamentals in the EU: Strategies, rules and regulations & practical insights <i>This session will cover the overall rules and best practices when it comes to doing e-commerce in the EU.</i> <ul style="list-style-type: none">• Product safety – Laura Ambrogio, Advisor International Affairs, Chamber of Commerce• DSA and other services regulations – Alexandre Gonçalves, Lawyer, Online Platforms Department, Competition Authority of Luxembourg• VAT – Sylvie Eiras, VAT Director, VAT Solutions• Logistics and deliveries – Florian Kopf, Key Account & Business Development Manager, DHL Express Luxembourg Creating your own webshop: from integrating technology to boosting performance <i>This session will cover essential topics, including integrating e-commerce technology into your website, marketing and SEO best practices, as well as optimising logistics.</i> <ul style="list-style-type: none">• Building an e-commerce shop – Jean-Charles Bernacconi, Co-founder & CEO, Nutri-bay• Payment technologies – Francesco Scafuri, Senior Sales Manager, Wallee• Digital marketing & SEO – Dominik Berg, Founder & Managing Director, MontMedia

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	<p>Using existing marketplaces: How to stand out and deliver</p> <p><i>This session will highlight the top EU e-commerce platforms, outline key strategies to boost your SEO visibility, and share practical tips for managing stock and logistics across multiple online channels.</i></p> <p>Exchange with the speakers</p>
11h30	<p>E-commerce, all the support you can get to grow and export</p> <ul style="list-style-type: none">• SME Packages – Valeria Tenina, Entrepreneurship Project Advisor, House of Entrepreneurship• Training opportunities – Laura Ambrogio, Advisor, International Affairs, Chamber of Commerce• International Affairs – Laura Ambrogio, Advisor, International Affairs, Chamber of Commerce
11h50	<p>Q&A session</p>
12h15	<p>Networking lunch</p>
13h30	<p>End</p>

Moderation by: Laura Ambrogio, Advisor, International Affairs, Chamber of Commerce

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